

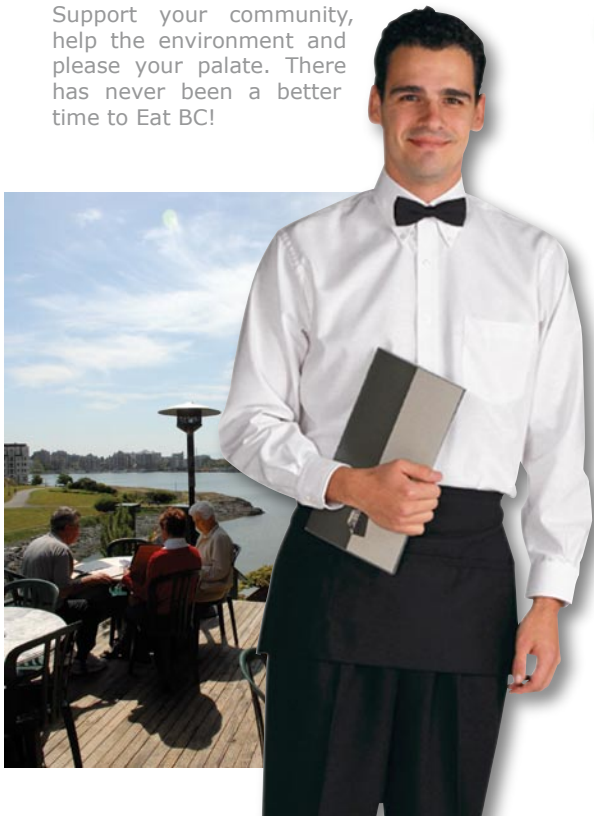


HOW TO PARTICIPATE!

It's easy.

Simply choose local foods and beverages at participating Eat BC! restaurants - or shop for them at your favourite grocery stores and BC farmers' markets to help keep your meals fresh, tasty and local in every season.

Support your community, help the environment and please your palate. There has never been a better time to Eat BC!



Fresh. Local. Tasty. British Columbia

WORKING TOGETHER!



Eat BC! is an initiative of The British Columbia Restaurant and Foodservices Association (BCRFA) and the BC Agriculture Council (BCAC), with funding support provided by the BC Ministry of Agriculture and Lands, the Investment Agriculture Foundation and many industry sponsors.

Together, we are encouraging British Columbians to choose fresh, local and tasty BC foods and beverages in every season and region. This program caters to you, helping to bring more local foods and beverages from BC fields to your plates. Choose British Columbia and Eat BC!

ABOUT YOUR HOSTS!

The British Columbia Restaurant & Foodservices Association (BCRFA): BCRFA is a representative body of restaurateurs, food service retailers, suppliers and educators. We enhance the image and integrity of the Food Industry through positive communications, education and the promotion of operating standards that encourage excellence. We are the industry's voice with government.

The British Columbia Agriculture Council (BCAC): BCAC provides leadership in representing, promoting, and advocating the collective interests of all agricultural producers in the Province of BC. It fosters cooperation and a collective response to matters affecting the future of agriculture in the province and facilitates programs and service delivery for a number of programs that benefit the industry.

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BROUGHT TO YOU BY:



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www.eatbc.com



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ABOUT EAT BC!

Eat BC! celebrates British Columbia's abundance and bounty – helping to bring you fresh, local and tasty foods and beverages from across the province.

Buy locally, taste the difference and make a difference. Buying local is always fresher, and gives you a real opportunity to actively support your community and the local food industry – while also promoting a healthier economy.

By choosing local foods, you're sustaining the livelihoods of local farmers and processors by creating demand for their products, which creates more jobs, and contributes to a healthier economy and a more vibrant local food system.

So the next time you're at a restaurant, supermarket or farmer's market, be sure to think local and support locally grown and processed foods.

Eat BC! It's Fresh, Local and Tasty.



WHY SHOULD WE EAT BC?

Along with being fresh, tasty and good for the economy – supporting local foods and beverages also helps the environment. When you choose BC foods and beverages, you're directly reducing your own carbon footprint and helping to protect our natural environment.

How? Local foods equal local distances. Reducing the amount of transportation needed for your food to go from field to plate means less shipping, less fuel consumption and fewer greenhouse gas emissions – all of which help to reduce air pollution and acid rain (that contribute to climate change).

It's easy to be green with Eat BC!



EATBC.COM – YOUR FRESH CONNECTION!

Interested in choosing fresh, tasty and local BC foods and beverages at your favourite grocery stores, restaurants and farmers' markets? **EatBC.com** can help!

From season to season, **EatBC.com** offers handy lists, tips, recipes and more to help keep your meals fresh, tasty and local throughout the year.

Visit EatBC.com to find:

Grocery Shopping Lists – download special shopping lists of fresh BC foods and beverages from grocery retailers across the province.

Recipes – check out tried and true recipes from local suppliers and chefs who are committed to helping you make each meal delicious, authentic and uniquely British Columbian.

What's In Season? – not sure what's in season right now? Visit **EatBC.com** for a complete list of fresh, local and seasonal BC foods that are available during each month and in every region of the province.

Special Events – from farmers' markets and festivals to BC-themed gourmet chef dinners, make sure to mark your calendars for these many delectable experiences!

Prizes & Special Incentives – check the site often to find out how you can win great prizes and get special incentives just for choosing BC foods and beverages at your favourite restaurants, retailers and BC farmers' markets!